

CLAIMS

1 1. A broadcast transmission medium coupling a head end to
2 a plurality of clients, the medium including an alert
3 management message therein and comprising:

4 a first data field comprising an identification of a
5 target set of clients;

6 a second data field comprising an alert type message;
7 and

8 a third data field comprising a status message.

1 2. The medium of claim 1 further comprising a fourth data
2 field comprising a message identification.

1 3. The medium of claim 1 wherein the target set of
2 clients consists of a single client.

1 4. The medium of claim 1, the second data field comprises
2 a Boolean flag.

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1 5. A data signal embodied in a carrier wave comprising:
2 a first data field comprising an identification of a
3 target set of clients;

4 a second data field comprising an alert type message;
5 and
6 a third data field comprising a status message,
7 wherein the carrier wave provides one-way
8 communication.

1 6. The data signal of claim 5 further comprising a fourth
2 data field comprising a message identification.

1 7. The data signal of claim 5 wherein the target set of
2 clients consists of a single client.

1 8. The data signal of claim 8, ^{obj} The medium of claim 1, the
2 second data field comprises a Boolean flag.

1 9. A method of sending an alert management message to a
2 plurality of recipients on a broadcast channel comprising:

3 generating a first data field that identifies at least
4 one target recipient from among the plurality of
5 recipients;

6 generating a second data field that identifies the
7 type of alert management message; and
8 transmitting the data fields to the recipients.

1 10. The method of claim 9 further comprising generating a
2 third data field that uniquely identifies the alert
3 management message.

1 11. The method of claim 9, the alert management message
2 including a payload message, the method further comprising:
3 generating the payload message, the payload message
4 comprised of at least one byte;
5 transmitting the number of bytes in the payload
6 message; and
7 transmitting the payload message.

1 12. An article comprising a computer-readable medium that
2 stores computer-executable instructions for sending an
3 alert management message to a plurality of recipients, the
4 instructions causing a machine to:
5 generate a first data field that identifies at least
6 one target recipient from among the plurality of
7 recipients;
8 generate a second data field that identifies the type
9 of alert management message; and
10 transmit the data fields to the recipients.

1 13. The article of claim 12, the instructions further
2 causing the machine to generate a third data field that
3 uniquely identifies the alert management message.

1 14. The article of claim 12, the alert management message
2 including a payload message, instructions further causing
3 the machine to:

4 generate the payload message, the payload message
5 comprised of at least one byte;

6 transmit the number of bytes in the payload message;
7 and

8 transmit the payload message.

1 15. A method of receiving an alert management message
2 transmitted to a plurality of recipients on a broadcast
3 channel comprising:

4 testing a first data field, the first data field
5 identifying at least one target recipient;

6 ignoring the alert management message when the
7 recipient is not a target recipient; and

8 recovering the alert management message when the
9 recipient is a target recipient.

1 16. The method of claim 15 further comprising:

2 testing a second data field, the second data field
3 identifying an action by the recipient; and
4 performing the action.

1 17. The method of claim 15 further comprising:
2 testing a second data field, the second data field
3 identifying an alert management state for the recipient;
4 and
5 assuming the alert management state.

1 18. An article comprising a computer-readable medium that
2 stores computer-executable instructions for receiving a
3 alert management message transmitted to a plurality of
4 recipients on a broadcast channel, the instructions causing
5 a machine to:
6 test a first data field, the first data field
7 identifying at least one target recipient;
8 ignore the alert management message when the recipient
9 is not a target recipient; and
10 recover the alert management message when the
11 recipient is a target recipient.

1 19. The article of claim 18, the instructions further
2 causing the machine to:

3 test a second data field, the second data field
4 identifying an action by the recipient; and
5 perform the action.

1 20. The article of claim 18, the instructions further
2 causing the machine to:

3 test a second data field, the second data field
4 identifying an alert management state for the recipient;
5 and
6 assume the alert management state.

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